ATTACHMENT C

Retail Script
Key Points

Situation:

- We are voluntarily recalling a number of our cigarette packings
- A small percentage have defective filters that could cause temporary irritation or discomfort
- We have no evidence that any of the affected product is now being sold to consumers
- As a precaution, we will recall all of the brand packings that are potentially involved

Issue:

- How will we proactively provide safety for our consumers with the least disruption to store operations?

Solution:

Representatives from our Field Sales Force will be visiting your stores at the earliest possible time to audit your Philip Morris inventory for affected product.

Here's How It Works:

In the event that there is affected product in your store(s), we will inventory all packs and cartons and calculate the total number of packs and cartons by price tier.

Once we have mutually agreed upon the inventory totals, we will calculate the reimbursement rate to you by using the following formula:

List Price + All Relevant Excise Taxes (i.e., state, local) + $1.00

We will remove the affected product from the selling floor. Once the product is removed from your store, we will reimburse you accordingly.

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Source: https://www.industrydocuments.ucsf.edu/docs/hlwj0004